

IN THE CLAIMS:

Please cancel claims 1-2, without prejudice or disclaimer.

Please add new claims 3-18 as follows:

3. (new) A method for searching a computer network for a product associated with a brand name, the method comprising the steps of:
 - inputting a query message into an online device accessing a portal to a predetermined website, wherein the query message approximates the brand name associated with the product;
 - searching a plurality of brand names for a first match of the query message with a matching brand name; and
 - outputting a first uniform resource locator (URL) address associated with the matching brand name and providing information about the product.
4. (new) The method of claim 3, wherein the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line.
5. (new) The method of claim 3, wherein the online device is computer.
6. (new) The method of claim 3, wherein the online device is an interactive television.
7. (new) The method of claim 3, further comprising the step of:
 - accessing an Internet-based website using the first URL address associated with the matching brand name.

8. (new) The method of claim 7, wherein the Internet-based website is distinct from the predetermined website associated with the portal.

9. (new) The method of claim 7, wherein the step of accessing an Internet-based website using the first URL address includes the step of:

accessing an enhanced URL page associated with the matching brand name.

10. (new) The method of claim 9, wherein the enhanced URL page displays information associated with the matching brand name, with the information being selected from the group consisting of special promotions, store locations, store hours, phone numbers, and current sales.

11. (new) A method for searching a computer network for a product associated with a brand name, the method comprising the steps of:

inputting a query message into an online device accessing a portal to a predetermined website, wherein the query message approximates the brand name associated with the product, and wherein the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line;

searching only a plurality of brand names for a first match of the query message with a matching brand name; and

outputting a first uniform resource locator (URL) address associated with the matching brand name and providing information about the product.

12. (new) The method of claim 11, further comprising the step of:
accessing an Internet-based website using the first URL address associated with the matching brand name.

13. (new) The method of claim 11, wherein the online device is computer.

14. (new) The method of claim 11, wherein the online device is an interactive television.

15. (new) A system for searching a computer network for a product associated with a brand name, the system comprising:
an online device for accessing a portal to a predetermined website and for receiving from a user an inputted query message into the online device, wherein the query message approximates a brand name, and wherein the brand name is selected from the group consisting of a company name of a desired company and a product line name of a specific product line; and

means associated with the website for searching only a plurality of brand names for a first match of the query message with a matching brand name;

wherein the online device outputs a first uniform resource locator (URL) address associated with the matching brand name and providing information about the product.

16. (new) The system of claim 15, wherein the online device, responsive to the first URL address, accesses an Internet-based website using the first URL address associated with the matching brand name.

17. (new) The system of claim 15, wherein the online device is computer.

18. (new) The system of claim 15, wherein the online device is an interactive television.